

**GOVERNMENT OF INDIA
FINANCE
LOK SABHA**

UNSTARRED QUESTION NO:674
ANSWERED ON:25.02.2009
ADVERTISEMENT BY BANKS
Nayak Shri Ananta

Will the Minister of FINANCE be pleased to state:

- (a) whether the Public Sector Banks give advertisements in certain magazines/periodicals;
- (b) if so, the details thereof; and
- (c) the criteria adopted by banks including the Union Bank of India, Punjab National Bank and Bank of Baroda for the release of advertisements in magazines and the selection of magazines thereof?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF FINANCE (SHRI PAWAN KUMAR BANSAL)

(a) to (c): In order to derive maximum publicity and mileage, the Public Sector Banks give advertisements in magazines/periodicals from time to time based on broad guidelines enumerated in publicity policy of the banks approved by their respective Boards.

The criteria adopted by the banks, including Union Bank of India, Punjab National Bank and Bank of Baroda, for release of advertisement is based on aspects like the subject matter of the advertisement, the content, readership, publicity mileage and reach. In addition the advertisement budget and advertisement tariff form the criteria for release of advertisement in magazines and selection thereof.